

WTVJ-TV

QUARTERLY LIST OF PROGRAMMING

ADDRESSING COMMUNITY ISSUES

January 1 through March 31, 2009



Quarterly Issues and Program Report

January 1 – March 31, 2009

NBC 6 attempts to serve the public interest, convenience and necessity by presenting broadcast material which treats significant issues of the people in the communities served by NBC 6.

NBC 6 recognizes that it has an ongoing obligation to remain aware of such community issues and to exercise its best judgment as to what broadcast matter should be programmed to treat those needs and interests.

The following is a brief description of such community issues and some of the programs we believe have provided the most significant treatment of such issues during the period January through March 2009 including the title of each program, its time, type, source, date and duration of broadcast.

NBC 6 NEWS. TYPE: News series; SOURCE: Local; TIME: 5:00-7:00 a.m., 11:00-12:00 p.m., 6:00-6:30 p.m., 7:00-7:30 p.m., 11:00-11:35 p.m. DURATION: See times. NBC 6 reporters probe special issues of concern to area residents. Individual stories two to five minutes long, highlight community issues and people. Additionally, NBC 6 produces special segment reports which air on a regular basis covering local economy, education, health and ethnic concerns.

TODAY IN SOUTH FLORIDA. Weekend. TYPE: News; SOURCE: Local; TIMES: Saturday 6:00-7:00 a.m. and 9:00-10:00 a.m.; Sunday 6:00-7:00 a.m. and 9:00-10:00 a.m. DURATION: See above. WTVJ brings viewers news, sports, weather, human-interest features, community events, and other reports of interest to local residents.

Community Issues

Government
Health Connection
Economy
Consumer Connection
Ethnic Polarization
Environment

Locally Produced Programs

Our locally produced, regularly scheduled programs address community issues, concerns and needs. The programs are as follows:

NBC 6/WTVJ News – Daily Local News Programs – WTVJ’s daily newscasts devote considerable time to local issues and community problems.

Regularly scheduled, locally produced newscasts and programming include:

Program	Time	Days
NBC 6 Today in South Florida at 5am	5:00-5:30 am	Monday-Friday
NBC 6 Today in South Florida at 5:30am	5:30-6:00am	Monday-Friday
NBC 6 in Today South Florida at 6am	6:00-7:00am	Monday-Friday
South Florida Today	11:00am-Noon	Monday-Friday
NBC 6 News at 5pm	5:00-6:00pm	Monday-Friday
NBC 6 News at 6pm	6:00-6:30 pm	Monday-Friday
South Florida Nightly News at 7pm	7:00-7:30pm	Monday-Friday
South Florida Tonight	11:00-11:30 pm	Monday-Friday
Today in South Florida Saturday	6:00-7:00am	Saturday
Today in South Florida Saturday	9:00-10:00am	Saturday
NBC 6 News at 6pm	6:00-6:30 pm	Saturday
South Florida Tonight	11:00-11:30 pm	Saturday
Today in South Florida Sunday	7:00-9:00am	Sunday
NBC 6 News at 6pm	6:00-6:30 pm	Sunday
South Florida Tonight	11:00-11:30 pm	Sunday

GOVERNMENT

NBC 6 is devoted to covering a myriad of local, national, and international government issues during its newscast. The coverage includes profiles of policy makers, political debates and school board issues.

The Chris Matthews Show

Show #715

Length: 30:00

Weekend of January 3-4, 2009

Guests: Joe Klein – Time Magazine

Erin Burnett – CNBC

David Brooks – New York Times; The News Hour

Norah O'Donnell - MSNBC

Topics: Can Barack Obama keep his many campaign promises? Will Obama's presidency improve race relations in America?

The Chris Matthews Show

Show #716

Length: 30:00

Weekend of January 10-11, 2009

Guests: Norah O'Donnell – MSNBC

Clarence Page – Chicago Tribune

Kathleen Parker – Washington Post Writers Group

Reihan Salam – The Atlantic

Topics: Will Obama's presidency redefine America? What does Obama inherit from his four predecessors?

The Chris Matthews Show

Show #717

Length: 30:00

Weekend of January 17-18, 2009

Guests: Dan Rather – HD Net

Helene Cooper – New York Times

Mark Whitaker – NBC News

Katty Kay – BBC

Topics: Does Obama's inauguration mark a turning point in our history? Will historians give Bush credit for making tough decisions?

The Chris Matthews Show

Show #718

Length: 30:00

Weekend of January 24-25, 2009

Guests: Bob Woodward – Washington Post

Kelly O'Donnell – NBC News

Howard Fineman – Newsweek Magazine

Anne Kornblut – Washington Post

Topics: Can Obama use his big momentum to rescue the economy? Will Obama investigate torture in the Bush years?

The Chris Matthews Show

Show #720

Length: 30:00

Weekend of February 7-8, 2009

Guests: David Brooks – New York Times

Andrea Mitchell – NBC News

Michael Duffy – Time Magazine

Michelle Norris – NPR

Topics: Can Obama seize the agenda after a rocky start? Who's to blame for the bad economy – Wall Street or Washington?

The Chris Matthews Show

Show #722

Length: 30:00

Weekend of February 21-22, 2009

Guests: Eugene Robinson – Washington Post

Norah O'Donnell – MSNBC

John Heilemann – New York Magazine

Gloria Borger – CNN

Topics: Can Obama save the economy and achieve his long-term goals? Will Republicans find their next leader?

The Chris Matthews Show

Show #726

Length: 30:00

Weekend of March 21-22, 2009

Guests: Mark Whitaker – NBC News

Becky Quick – CNBC

Joe Klein – Time Magazine

Katty Kay – BBC

Topics: Can President Obama control growing populist anger about the economy? Is your daily newspaper dead?

Jeb Bush Not Running For Senate

Reporter: Tisha Lewis

1/6/09 11pm

Length: 2:00

Former Governor Jeb Bush announced he will not run in 2010 to replace retiring Senator Mel Martinez. The announcement clears the path for several other potential republican candidates, who had said they would not challenge him. Tisha Lewis reports live in Miami.

Inauguration

Reporter: Gray Hall

1/14/09 11pm

Length: 2:00

We are just days away from the Nation's first African American being sworn in as president. Millions will attend his inauguration and millions of others will watch the event live on television. Tonight, we talk to some excited local students who are headed to D.C. for the big event. Students from Archbishop McCarthy High School will make the trip to D.C. The qualifications – they must be a junior or senior, have good grades and pay a fee of about \$2,500. It's a pricey trip but money they feel is well spent to witness history.

Inauguration

Reporter: Nick Bogert

1/19/09 11pm

Length: 2:45

In less than 13 hours a new president, our 44th, will take the oath of office, and promises to take this nation in a new direction. Because of the history his election represents, tonight Washington D.C. is packed with visitors, including dozens of local leaders who took to a night of celebrating. Nick Bogert reports live from our nation's capital to tell us about some of tonight's activities ahead of the inauguration.

New President Sworn In

Reporter: Nick Bogert, Sharon Lawson, Gray Hall and Amara Sohn.

1/20/09 11pm

Length: 3:15

Our nation has a new president. Barack Obama is the 44th President of the United States. He was sworn in just after noon today before the largest crowd in the capital city's history. We have team coverage tonight. Nick Bogert is live in the capital. Sharon Lawson and Gray Hall will take us through South Florida celebrations and Amara Sohn gives us a look inside the inaugural balls.

Inaugural Watch Parties

Reporter: Sharon Lawson

1/20/09 11pm

Length: 2:00

Today, South Florida had its share of inaugural watch parties – from the Adrienne Arsht Center to a Historic hotel. Sharon Lawson is live in Miami Beach at the Fontainebleau where they're holding their own inaugural bash.

President Obama in Ft. Myers

Reporter: Nick Bogert

2/10/09 11pm

Length: 2:15

In Fort Myers, working to sell his stimulus package, president Obama heard firsthand the personal trials and tribulations of the economic crisis here in the Sunshine State.

Stem Cell Policy

Reporter: Julia Yarbough

3/09/09 11pm

Length: 2:00

Today, President Barack Obama reversed the Bush Administration's policy on federal funding for embryonic stem cell research. This decision could have a major scientific and political impact. Also today, President Obama asked congress to lift a 1995 restriction on federal funds for research directly on human embryos.

Hurricane Insurance Bill

Reporter: Julia Yarbough

3/25/09 6pm

Length: 1:35

Legislation making the State the sole provider of Hurricane Insurance is creating a storm in the Capitol. The bill would eliminate Citizens Insurance and create a larger pool of policyholders to spread out the risk. The Governor doesn't like the plan and Florida's Chief Financial Officer is calling it terrible. The sponsors of the legislation in the House and the Senate say their plan would lower insurance costs for everyone by enticing more insurance companies to write policies in Florida.

Reporter: Brian Mooar

3/28/09 6PM

Length: 1:45

Despite some glimmers of economic hope, Main Street USA is still struggling. In Washington, the President and Congressional Republicans are trying to bridge huge differences on how to help. Brian Mooar has the story from the Capitol.

Obama Auto Bailout

Reporter: Brian Mooar

3/29/09 6pm

Length: 1:45

President Obama is expected to make a big announcement about whether he will bail out the US Auto Industry again. Brian Mooar reports from Washington.

HEALTH CONNECTION**Bike for your Brain**

Reporter: Diana Gonzalez

1/13/09 6PM

Length: 2:00

Going to the gym now means more than exercising your body. America's first body and mind fitness equipment was officially launched today in Miami Lakes. Health Connection reporter Diana Gonzalez shows us how to bike for your brain.

February Heart Month

Reporter: Diana Gonzalez

2/05/09 11PM

Length: 2:45

February is Heart Month. NBC 6 and The American Heart Association are teaming up to chart your heart – raising awareness about the nation's number one killer. Tonight, Diana Gonzalez shows us a new life-saving procedure for a heart ailment millions have done with no incisions – just a tiny clip.

National Wear Red Day

Reporter: Diana Gonzalez

2/06/09 6PM

Length: 1:45

National Wear Red Day is part of a national push to bring awareness to a disease claiming the lives of more than 300 thousand women every year. Health Connection reporter Diana Gonzalez explains.

Multiple Births

Reporter: Diana Gonzalez

2/10/09 11PM

Length: 2:30

Tonight on Dateline – Suleman told her story about why she decided to have so many kids. Tonight, a South Florida mother of quadruplets tells a different story about how her children were conceived and why she believes Suleman's story shines a negative light on multiple births with the help of fertility treatments. Diana Gonzalez has the story.

Cancer Interactive

Reporter: Diana Gonzalez

3/18/09 6PM

Length: 1:20

Almost everyone's family is affected by cancer in some way. The NBC 6 Cancer Interactive phone lines were open from 5-8pm and our experts were standing by to talk to viewers about the latest cancer treatments and other cancer related topics. Health Connection reporter Diana Gonzalez has all the details.

Cancer Interactive Special

Reporter: Pam Giganti and Bob Mayer

3/18/09 7:30PM

Length: 30 minutes

Pam Giganti and Bob Mayer hosted a half-hour special dedicated to bringing viewers the latest information on cancer related tests, treatments and medical technology.

ECONOMY

Wall Street Journal Report with Maria Bartiromo

Length: 30:00

Weekend of January 24-25, 2009

Guests: Alan Blinder, Princeton Professor and former Federal Reserve Vice Chair, talks about what President Obama needs to do to fix the economy.

Simon Johnson, Economist at MIT and former Chief Economist for IMF, talks about banks.

Meredith Whitney, Director of Equity Research at Oppenheimer & Co., talks about banks.

Janet Bodnar, of Kiplinger's Personal Finance magazine, on how to discuss bad financial news to kids.

Wall Street Journal Report with Maria Bartiromo

Length: 30:00

Weekend of February 28 – March 01, 2009

Guests: Robert Reich, former Labor Secretary and former Economic Advisor for President Obama; James Hoffa, President of Teamsters; and Tim Harford, Undercover Economist and Slate and Financial Times author.

Wall Street Journal Report with Maria Bartiromo

Length: 30:00

Weekend of February 28 – March 01, 2009

Guests: Walter Isaacson, former editor of Time Magazine and current CEO of Aspen Institute; Brian Tierniey, CEO of Philadelphia Media Holdings; Russell Simmons, hip-hop entrepreneur; and Austan Goolsbee, member of the President's Council of Economic Advisers.

Stimulus Package

Reporter: Brian Mooar

1/24/09 6PM

Length: 2:00

This is President Obama's first weekend in the White House and, though it's the weekend, today was another workday. He met with members of his economic team as they try to get an 825-billion dollar stimulus package ready for congress. But republicans say the plan is loaded with extras. Brian Mooar has the story from Capitol Hill.

Layoffs

Reporter: Ari Odzer

1/27/09 6PM

Length: 2:15

Another day, another layoff announcement – this time Corning announces it will cut 35-hundred jobs. It seems like the wave of layoffs just keeps coming. What should you do

if you are worried about losing your job? Ari Odzer reports live with advice from an expert.

Financial Free Fall

Reporter: Ari Odzer

2/6/09 6PM

Length: 2:15

The American economy is seemingly in a financial free-fall. The Labor Department reports nearly 600-thousand Americans lost their jobs in January. That is the highest monthly figure since Gerald Ford was President back in 1974. The unemployment rate has catapulted to 7.6 percent across America. President Obama says the latest unemployment numbers “demand action” – as Congress tries to hammer out details of a stimulus bill that could come to a vote as early as tonight. South Florida remains one of the hardest-hit areas – as ground zero for the housing crisis and an ugly job market. Tonight, our Governor is in our part of the state building up plans for 13-billion dollars that could be headed our way.

Economy and Employment

Reporter: Ian Wood

2/7/09 11PM

Length: 2:45

Boosting the economy and employment are on the tops of everyone’s mind here in South Florida and in Washington DC, in a rare Saturday meeting, Senators argued over how big the economic stimulus plans should be. .

Obama Economy

Reporter: Sharon Lawson

2/9/09 11PM

Length: 2:15

In his first Primetime news conference, President Barack Obama had a central message: the Government has the keys to fix the economy. With more than 11 million Americans now out of work, President Obama defended his economic program, against Republican criticism. Tomorrow, the President is expected to make a trip to the Sunshine State – where we are facing a major foreclosure crisis.

Stimulus Signing Bill

Reporter: Sharon Lawson

2/17/09 11PM

Length: 2:00

After weeks of Congressional Debate over his economic recovery plan, President Obama signed the bill into law today. Now that the bill has been signed, the Government has set up a website to track where the \$789-billion in stimulus dollars are going. \$300-billion are expected to go to unemployment, healthcare, and education, and \$27-billion will go for road projects. Sharon Lawson breaks down the bill and how it could benefit you.

Economic Stimulus Bill

Reporter: Ari Odzer

2/17/09 6PM

Length: 2:00

President Obama has signed into law the most sweeping economic package in decades – a rescue plan designed to create millions of jobs and boost consumer spending. But what does it mean for us, specifically, here in South Florida?

Foreclosure

Reporter: Amara Sohn

2/18/09 11PM

Length: 2:00

Today, President Obama unveiled his new proposals to help homeowners with the housing crisis and the mortgage meltdown. Florida is at the heart of the foreclosure epidemic. Amara Sohn is live to tell us how the \$75 billion plan could help viewers turn around their upside down home.

Economy

Reporter: Ian Wood

2/22/09 11PM

Length: 2:30

A tough economy week ahead for President Obama – the big question looming overhead? How will the \$787-billion budget actually be spent? Governor Charlie Crist is speaking out about how the cash could help Florida. Meanwhile, thousands of college-bound students are trying to make it through this tough economy.

Layoffs/Everglades

Reporter: Ari Odzer

3/2/09 7PM

Length: 2:15

Everglades restoration gets a big boost and so does job creation in South Florida. What is the connection?

Obama Economy

Reporter: Brian Mooar

3/21/09 6PM

Length: 1:45

President Obama says he'll fight to get his three and a half trillion dollar budget through Congress. Republicans and even some Democrats say they'll start fighting this week to trim it down. So the President is taking the case to the people. Brian Mooar has the story.

Obama Economy

Reporter: Brian Mooar

3/22/09 6PM

Length: 2:00

As Congress begins work on the President's budget this week, the White House claims it's an investment in the future. Republicans argue Uncle Sam needs to watch his wallet just like the rest of us. Brian Mooar reports from Washington D.C

CONSUMER CONNECTION**Money Matters**

A segment dedicated to bringing viewers valuable information about consumer related issues.

Money Matters – Stimulus Plan

Reporter: Gray Hall

2/12/09 11PM

Length: 2:30

The Congressional Democrats say all hurdles are clear to pass the 790 billion dollar stimulus plan. The final votes are scheduled for tomorrow – the President's deadline quickly approaching. Gray Hall has tonight's Money Matters report.

Money Matters – Employment

Reporter: Willard Shepard

2/13/09 11PM

Length: 3:00

Finding a job right now is tough. There is one place where the NBC 6 Consumer Investigative Unit found plenty of good jobs. And a big jump in the number of South Floridians going to get them. The CIU's Willard Shepard has a Money Matters report on how a down economy is causing a spike in people seeking military careers.

Money Matters – Couch Surfing

Reporter: Joel Connable

2/26/09 11PM

Length: 2:20

They are the cheapest accommodations you will ever find when you travel – they are free. In tonight's Money Matters report, The CIU's Joel Connable shows you a way to crash on other people's couches during your next vacation.

Money Matters – Economy Cruises

Reporter: Joel Connable

3/10/09 11PM

Length: 3:00

Because money is tight, people are rethinking how much to spend on a vacation. Cruise companies know this and they are offering some of the best deals ever. Joel Connable has this Money Matters report on how you can get incredible "Economy Cruises".

Money Matters – Miami Tourism

Reporter: Hank Tester

3/10/09 6PM

Length: 2:00

They gathered in a room at the Miami Beach Convention Center and made 900 phone calls worldwide. Hank Tester reports this is the local tourism industry's organized counter-attack on economic tough times.

Money Matters – Stimulus Plans

Reporter: Brian Mooar

3/14/09 6PM

Length: 2:00

End the recession, increase assets, decrease debt, all sound like a great plan and President Barack Obama is asking the world to remain confident in the United States after a few good days on Wall Street. At the meeting of G-20 finance ministers in England, Treasury Secretary Timothy Geithner urges world leaders to follow the U.S. lead in developing stimulus plans. Brian Mooar had tonight's Money Matters report.

Money Matters – Hot Jobs

Reporter: Willard Shepard

3/15/09 11PM

Length: 2:30

Subway is hiring and boosting workers up the sub chain's corporate ladder. If you have recently lost your job or are looking to make a career move, listen up on why you might want to take up the art of sandwich making. Willard Shepard has tonight's Money Matters report.

Money Matters – Real Estate Swap

Reporter: Willard Shepard

3/24/09 11PM

Length: 3:00

In this battered real estate market it is tougher than ever to sell your home. But now, there is a new solution if you need to get out – swap it for another home. The CIU's Willard Shepard shows how it works in this Money Matters report.

Money Matters – Job-A-Philes

Reporter: Willard Shepard

3/29/09 11PM

Length: 3:00

Although the job market is tough, there is a new way to find work – in fact to “bid” on how much pay you are willing to take to do the job. It is called Job-A-Philes. In this Money Matters report, Consumer Investigative Unit reporter Willard Shepard shows how this website is starting to go national.

Money Matters – End to the Recession?

Reporter: Amara Sohn

3/30/09 11PM

Length: 2:00

If you are sick and tired of hearing depressing news about the economy, we have some positive signs that there is an end in sight. Todd Battaglia, investment manager with Meg Green and Associates says this can only help the local economy as families are thinking twice about hopping on a plane and instead taking advantage of staycations. Amara Sohn explains.

Traffic Fines Raised

Reporter: Tisha Lewis

1/09/09 11PM

Length: 2:25

Speeders beware! State lawmakers are voting to raise the buck on traffic fines. There is now more incentive than ever to stay on the right side of the law. Looking for ways to ease the state budget crunch, today state senators voted to raise the cost of a traffic ticket. Live in Miramar, Tisha Lewis breaks down the increased traffic fines and tells us what some drivers think about the decision.

Mystery Shopper

Reporter: Willard Shepard

1/19/09 11PM

Length: 3:00

Call it mystery money – hundreds of dollars being offered to South Florida residents for just becoming a “mystery” or “secret” shopper – and you keep what you shop for. Tonight Willard Shepard of the Consumer Investigative Unit reveals how it is actually a scam designed to “take” your money.

Homeowners Insurance

Reporter: Claudia DoCampo

1/27/09 6PM

Length: 2:00

Florida’s largest private homeowners insurance company is planning to stop selling property insurance in our state. State Farm says slightly more than one million customers will be affected. Those affected include more than 700-thousand homeowners, nearly 80-thousand condo owners and more than 30-thousand businesses in our state. Claudia DoCampo is live in Miramar to tell us what this means and what you need to know.

Coffee Man Scam

Reporter: Willard Shepard

1/29/09 11PM

Length: 3:00

In these tough financial times, lot’s of folks thought it was an easy way to make an extra 20 thousand dollars a year. Now, South Florida victims have lost thousands in what is being called a “coffee man scam”. The CIU’s Willard Shepard reveals how it works and why people fell for it.

Tax Help

Reporter: Willard Shepard

1/30/08 7PM

Length: 2:30

If you qualify, it’s free money. If you live in Miami-Dade county, there are 67 locations set up to help you with your taxes. The CIU’s Willard Shepard reports.

Foreclosure Squatters

Reporter: Willard Shepard

2/02/09 11PM

Length: 3:00

In South Florida there is at least one foreclosed home on almost every block. Now, a community organization is helping homeless people become foreclosure squatters – move into one of these empty homes without permission. Consumer Investigative Unit reporter Willard Shepard has the story.

Stay Afloat – Unemployment Overload

Reporter: Sharon Lawson

2/03/09 6PM

Length: 2:15

Florida's job offices are feeling the squeeze as the unemployment claims rise in the state. There is no way to sign up in person and those who apply by phone can expect either busy signals or waits of up to 90 minutes to speak with someone. Sharon Lawson tells us how those trying to stay afloat may be getting crushed by a system overload.

Insurance Cancellation

Reporter: Joel Connable

2/09/09 11PM

Length: 3:15

In this economy, health insurance is getting harder to hold onto. But should a simple oversight over a few cents cause your medical insurance policy to be cancelled? Tonight, Joel Connable with the Consumer Investigative Unit, finds out how it happened to a South Florida couple and finds a solution.

Insurance Phone Bank

2/09/09 11PM

Length: 4pm to 8pm

Tonight, a phone bank is set up to help with health insurance, coverage, policies, billing or community medical service questions.

Stay Afloat – Valentines Shopping

Reporter: Joel Connable

2/10/09 6PM

Length: 2:40

Tonight, the Consumer Investigative Unit is helping you Stay Afloat with some amazing websites that help you get the best deals on everything for Valentines Day, including flowers and jewelry.

Tax Dollars for Airlines

Reporter: Willard Shepard

3/02/09 11PM

Length: 3:00

With Florida in a financial crisis, should your state tax dollars be used to guarantee an airline doesn't lose money? The NBC 6 Consumer Investigative Unit found a new, deal designed to bring more flights to the capitol would do just that. Willard Shepard reports a competitor airline, base here, is outraged.

Zoomback GPS

Reporter: Joel Connable

3/03/09 7PM

Length: 2:00

There is a new gadget called the Zoomback GPS and many people are discovering that when the economy is bad, this is a good thing to have to help make sure what you own stays with you. Consumer Investigative Unit reporter Joel Connable reports.

Clogged Courts

Reporter: Willard Shepard

3/05/09 11PM

Length: 3:00

Cases, cases and more cases – hundreds of lawsuits and not enough labor. A judge is at his wits end with no end in sight. Tonight, the Consumer Investigative Unit reveals the reason for the clog in the courts. CIU's reporter Willard Shepard investigates how the incredible number of foreclosure cases are clogging our courts.

Face of Foreclosure

Reporter: Willard Shepard

3/12/09 11PM

Length: 3:00

You've heard the startling foreclosure numbers and seen the ads for foreclosure rescue plans. Tonight, our cameras capture the Face of Foreclosure – the human heartbreak as one victim is put out of her house. Willard Shepard of our Consumer Investigative Unit has her story and how you can avoid the same fate.

Community Health Care

Reporter: Diana Gonzalez

3/16/09 6PM

Length: 2:30

If you have recently lost your job or your health insurance, you are probably wondering where to go for medical care without coverage. Health Connection reporter Diana Gonzalez found there are dozens of centers in Broward offering care at little or no cost.

Departure Lounge

Reporter: Joel Connable

3/22/09 11PM

Length: 3:00

Because money is tight, people are rethinking how much to spend of vacation. Cruise companies know this and they are offering some of the best deals ever. Joel Connable has this Departure Lounge report on how you can get incredible “economy cruises.”

ETHNIC POLARIZATION

NBC 6 is committed to airing programming that addresses issues of interest and concerns to its diverse audience.

Hispanic Today

Episode #818

1/16/09 – 1/18/09

Length: 30:00

Tony Plana: Hollywood's Hispanic Patriarch

After three decades in show business, actor Tony Plana has earned the title of Hollywood patriarch. Few Hispanic actors can equal his longevity and success. Since starting with a bit part in the 1970's sitcom *What's Happening?* Tony's career has taken him from the big screen to the small screen to the boards of Broadway. He has played a terrorist on *24* and the Secretary of State on *West Wing*. Now he enjoys critical acclaim as the father on ABC's hit show *Ugly Betty*. We visit with Tony and look back over his long and successful career.

Hispanic College Fund: Helping Make Higher Education Possible

Recent surveys show that among Hispanics who want to attend college, some 98 percent have reservations about how they'll afford it. In response to this disconnect between want and means, The Hispanic College Fund started. Back in the early 1990's a letter to a magazine editor provided the spark to start the fund. In the letter, a bright Hispanic student wrote about his despondency over not being able to afford college. That letter struck a chord with scores of Hispanic entrepreneurs. Two decades later, the Hispanic College Fund has turned into a multi-million dollar fundraising juggernaut with one sole mission; to help more Hispanics go to college.

Rueben Martinez: From Barber to Bookseller

It started as a small rack of books in his barbershop. It turned into Libreria Martinez, one of the largest Hispanic bookstores in the country with two locations in greater Los Angeles. Rueben Martinez is still a barber, although he doesn't cut as much hair as he once did. This Latino is on a literary mission to help more young Hispanics find a love of learning through books.

Hispanic Today

Episode #821

2/6/09 – 2/8/09

Length: 30:00

Evan Garcia: A Bataan veteran looks back at one of America's darkest days

In the earliest days of World War II, America was far from the superpower it would later become. Woefully, outmatched by superior Japanese forces, the Americans fought valiantly to save the Philippines from falling to Japan. Many of the soldiers selected to protect our strategic allies in the South Pacific were Hispanics. These bilingual soldiers could better communicate with the Spanish speaking Filipinos. Despite a brave fight, the allies fell and tens of thousands of American POW's would endure one of the war crimes

in history; The Bataan Death March. Made to march up to 100 miles with no food or water, many soldiers did not make it. Others like Evans Garcia somehow persevered and spent years of harsh treatment in a prison camp. We meet Evans Garcia and hear firsthand how he stood his ground even in the face of a Japanese firing squad.

Tina Cordova: Climbing the ladder of success right to the rooftops of Albuquerque

As a young single mother in college, the last thing on Tina Cordova's mind was starting her own business. She believed her future to be in restaurant management and she excelled in her field. However, in time, the restaurant business proved less than fulfilling and Tina set her sights high; to the rooftops of Albuquerque where she started her own construction business. That was two decades ago and Tina's business, Queston Construction, is one of the most successful roofing companies in the Desert Southwest. Tina shares with us her own blueprints for success, even in a male-dominated industry.

USHCC Business Expo: A place to see and be seen

It is one of the most heavily attended events at the USHCC Annual Convention: The Business Expo. It is a chance for entrepreneurs to gain exposure for their own products and services, as well as network with other companies. We take you to the most recent USHCC Business Expos in San Juan and show you why you certainly will not want to miss the next one in Sacramento.

Hispanic Today

Episode #822

2/13/09 – 2/15/09

Length: 30:00

Ricardo Morales: Making Beautiful Music In Philadelphia

Growing up in Puerto Rico, Ricardo Morales' first exposure to music was singing traditional Christmas carols door-to-door with his family. Soon he advanced to playing bongos, then found his passion; the clarinet. His early talents led him to San Juan's prestigious Escuela Libre de Musica where he honed his skills to a professional level. Today, at 35, he has hit the big time as principal clarinetist for the Philadelphia Orchestra. We meet Ricardo and learn where he finds his musical inspiration.

Irma Elder: From one small car dealership to an automotive empire

Twenty-five years ago, Irma Elder was forced by necessity to learn the ropes of the competitive automotive business. Her husband, who started a car dealership in the 1960's, had died and left Irma to the top job. Since then, she has risen to the occasion and built the Detroit-based auto group into the leading seller of not just Fords, but also Jaguar and Saab. Find out from Irma that anything is possible, even in the aftermath of terrible adversity.

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It started as a small rack of books in his barbershop. It turned into Libreria Martinez, one of the largest Hispanic bookstores in the country with two locations in greater Los Angeles. Rueben Martinez is still a barber, although he doesn't cut as much hair as he once did. This Latino is on a literary mission to help more young Hispanics find a love of learning through books.

Hispanic Today

Episode #823

2/20/09 – 2/22/09

Length: 30:00

Septime Webre: Washington's "Pled Piper of Dance."

At one time, ballet was thought to be a form of entertainment accessible only by those with a certain wealth and sophistication. Since then, times have change and so has ballet; thanks to a Cuban-American ballet impresario named Septime Webre, ballet has taken a more egalitarian turn and is enjoying a popular renaissance in the nation's capital. We take you backstage with Webre, artistic director of the Washington Ballet, and see how the man critics call the "Pled Piper of Dance" is reaching out to audiences previously ignored and bringing them in to see a more modern version of an old art form. Webre also shares with us his memories of being the first American ballet company to perform in Cuba in more than forty years.

Carmen Dominguez: From Homemaker to House Builder

When she was just starting out her adult life, everyone thought Carmen Dominguez had it made. But this doctor's wife wasn't satisfied with being a homemaker. Instead, she wanted to build houses. Now, with her children grown, this native of Puerto Rico is doing just that. Carmen is an award-winning custom home builder sitting at the top of Orlando, Florida's ultra-competitive residential real estate market. Her homes are more than bricks and mortar. Rather, Carmen views each one as her own personal creation tailored exclusively to each buyer's unique personality. In this story, we meet Carmen and see firsthand how it's never too late to start a new career, no matter how ambitious that career might be.

El Charro: Unlocking the flavor of Carne Seca

In our last episode of Hispanics Today, we took you to Tucson, Arizona's legendary El Charro, hailed as the first Mexican restaurant north of the border. In this episode, we return to El Charro for a unique look at how they prepare their signature dish, Carne Seca. Most people know it as "beef jerky", however, El Charro's Carne Seca goes way beyond the pre-packaged bags of dried beef found at convenience stores. You've heard the warning "don't try this at home!" After watching how El Charro prepares its Carne Seca, you'll understand why.

Hispanic Today

Episode #824

2/27/09 – 3/01/09

Length: 30:00

Conversen Latino: Touching Young Lives Step by Step

We dedicate this episode to one of the young men featured prominently in this story. After our interview with dancer Wilfredo Trevino, Jr. he was killed by a drunk driver in Philadelphia. Wilfredo was one of the brightest dancers mentored by Hector Serrano, a one-time dance club entrepreneur who went on to found one of Philadelphia's most successful after-school dance programs. We meet Hector and see how he's turning young lives around step-by-step through dance. One of his shining stars was Wilfredo Trevino, Jr. who treats us to one of the final dance performances of his young life.

Goya: From Canned Sardines to a Canned Goods Giant

It was its founder's love of tiny sardines that put Goya on its way to becoming a food giant. 70 years later, the distinctive blue and yellow label is a fixture on supermarket shelves from coast to coast. In many stores, entire aisles are devoted exclusively to Goya's many varieties of canned goods geared to Hispanic tastes. Rooted in Spain, founded in a New York storefront and today, headquartered in New Jersey, Goya is a canned and packaged food powerhouse. We visit the Goya headquarters and get a firsthand view at why Goya has become a household name for generations of Hispanic families.

Dr. Elmer Huerta: America's Top Cancer Fighter

In Latin America, Dr. Elmer Huerta is a media celebrity, and a well-known host of a radio medical show. In the United States he is charged with one of the most serious jobs in medicine. As president of the American Cancer Society, it is Huerta's responsibility to marshal the tremendous medical, financial and research resources into one cohesive effort to combat the scourge of cancer. We meet this dynamic doctor, the first Latino president in the American Cancer Society's 94-year history.

Hispanic Today

Episode #826

3/13/09 – 3/15/09

Length: 30:00

Actor Tony Plana: Tackling the Topic of Immigration for Ugly Betty

You can now count immigration among the list of sensitive topics television sitcoms have taken on with humor. Recently, the hit ABC-TV program Ugly Betty used laughter to help diffuse this politically sensitive issue. The actor charged with the task of pulling this off with grace and dignity was none other than Hispanic Hollywood legend Tony Plana. In this episode of Hispanic Today, we go one-on-one with Tony and learn how he approached this difficult role.

Federal Jobs: A Shortage of Government Workers Spells Opportunity for Latinos.

It is no secret, the first wave of “Baby Boomer” retirements promises to take a huge bite out of the private sector workforce. However, Uncle Sam is also not immune to this imminent “brain drain.” To remain competitive, the Federal Government has launched an all-out media blitz to recruit talented Hispanics for jobs in public service. We’ll visit with President Bush’s top hiring director, Linda Springer, and see what incredible opportunities exist. We’ll also meet one of the first young Latino professionals to take advantage of this hiring bonanza; Dr. Luis Valerio, a brilliant food and drug scientist at the FDA in Maryland.

Jose Hernandez: Mariachi Impresario

Thanks in large part to Jose Hernandez of Los Angeles, Mariachi has moved mainstream and has become big business reaching far beyond neighborhood restaurants and ethnic festivals. Hernandez is one of the brightest and most successful “Mariachi Entrepreneurs” in the music business and, in addition to his financial success, his passion for the music of his heritage burns brighter than ever. We’ll meet Jose Hernandez on Hispanics Today.

Hispanic Today

Episode #827

3/20/09 – 3/22/09

Length: 30:00

Ricardo Morales: Making Beautiful Music In Philadelphia

Growing up in Puerto Rico, Ricardo Morales’ first exposure to music was singing traditional Christmas carols door-to-door with his family. Soon he advanced to playing bongos, then found his passion; the clarinet. His early talents led him to San Juan’s prestigious Escuela Libre de Musica where he honed his skills to a professional level. Today, at 35, he has hit the big time as principal clarinetist for the Philadelphia Orchestra. We meet Ricardo and learn where he finds his musical inspiration.

Irma Elder: From one small car dealership to an automotive empire

Twenty-five years ago, Irma Elder was forced by necessity to learn the ropes of the competitive automotive business. Her husband, who started a car dealership in the 1960’s, had died and left Irma to the top job. Since then, she has risen to the occasion and built the Detroit-based auto group into the leading seller of not just Fords, but also Jaguar and Saab. Find out from Irma that anything is possible, even in the aftermath of terrible adversity.

Rueben Martinez: From Barber to Bookseller

It started as a small rack of books in his barbershop. It turned into Libreria Martinez, one of the largest Hispanic bookstores in the country with two locations in greater Los Angeles. Rueben Martinez is still a barber, although he doesn’t cut as much hair as he once did. This Latino is on a literary mission to help more young Hispanics find a love of learning through books.

Our World with Black Enterprise

Show No. 59R

Week of 01/05/09

Total Running Time: 28:30

On this Post Election edition of Our World with Black Enterprise, we're on-location in Chicago with two journalists who covered President-elect Barack Obama during his early years as a community organizer. Our panelists include Mary Mitchell, columnist at the Chicago Sun Times, and Salim Muwakkil, senior editor at "In These Times" magazine.

Our World with Black Enterprise

Show No. 62

Week of 01/19/09

Total Running Time: 29:20

This week on Our World with Black Enterprise, we spend the entire program discussing the Inauguration of President Barack Obama, his first 100 days in office and what Americans should expect. Our panelists include: Joe Madison, talk-show personality on Sirius XM Radio; Michelle Bernard, president and CEO of Independent Women's Forum; and Clearance Page, nationally syndicated columnist for the Chicago Tribune.

Our World with Black Enterprise

Show No. 64

Week of 02/02/09

Total Running Time: 28:30

The Challenges Ahead: We devote the entire program to examining the potential challenges and pitfalls of President Barack Obama and his administration. Our guests include Danyel Smith, editor-in-chief at Vibe Magazine; Jeff Johnson, managing editor for "The Truth with Jeff Johnson"; and Mara Schiavocampo, digital correspondent at "NBC Nightly News".

Our World with Black Enterprise

Show No. 65

Week of 02/09/09

Total Running Time: 28:30

Our Headliner is the Chair of the Republican National Committee and former Lt. Governor of Maryland, Michael Steele.

Our Roundtable examines the high drop out rate among African American high school students with panelists Michael Wotorson, chairman of the "Campaign for High School Equity"; Marc Morial, president and CEO of the National Urban League; and Cleveland Beckett Jr., Chief of Staff for New York City Councilman Larry Seabrook.

Our Slice of Life profiles Professor Ted Delaney, Chair of the African American Studies department at Washington and Lee University.

Our World with Black Enterprise

Show No. 66R

Week of 03/09/09

Total Running Time: 28:30

We talk to producer, director and actor Tyler Perry about his latest film “Madea Goes to Jail”.

Our Slice of Life profiles Alex Ellis, the creator of Tied to Greatness.

Environment

Going Green

Reporter: Joel Connable

1/21/09 11PM

Length: 2:30

In tonight's Going Green, the election of Barack Obama has infused a new spirit in communities across the country including inner cities. Joel Connable takes us to a place in Miami where that spirit is already going strong – but in a way you might not expect to find there.

Going Green – Green Market

Reporter: Joel Connable

1/28/09 11PM

Length: 2:30

In tonight's Going Green, Joel Connable shows you where restaurants get their fresh greens and how you too can get the freshest produce in town while Going Green.

Going Green – Hybrid Coke Trucks

Reporter: Jeff Burnside

2/4/09 11PM

Length: 2:15

There are lots of different flavors of Coca Cola these days. But have you heard of Green Coke yet? It is not a test. It is an attitude. Jeff Burnside explains what's different about the delivery of your next Coca Cola in tonight's Going Green

Going Green – Increased Carpooling

Reporter: Joel Connable

2/11/09 11PM

Length: 2:25

It has been two months since the north-bound I-95 Express Lanes opened. During commutes you have to pay to drive in them. But in tonight's Going Green, Joel Connable shows how you can ride for free – saving money, time and the environment.

Skin Care and the Environment

Reporter: Ryan Hanrahan

3/10/08 6AM

Length: 2:00

Finding good skin care products is a priority for many women. Now, it's possible to care for your skin and the environment at the same time. NBC's Ryan Hanrahan explains.

Going Green – Recycled Carpet

Reporter: Jeff Burnside

3/25/09 11PM

Length: 2:30

You may be “floored” with tonight’s Going Green Report. As Jeff Burnside shows us the very floor you could be walking on may be recycled to be reused.